

### REMARKS

In view of the above amendments and following remarks, further consideration of the present application is respectfully requested.

By this amendment, Claims 17-36 have been amended. It is submitted that no new matter has been added. Claims 17-36 are currently pending in this application.

Initially, it is noted that claim 34 has been rejected under 35 U.S.C. §101 and §112 due to the fact that the claim recites a program which is not stored on a computer readable medium. By this amendment, claim 34 has been amended to recite that the program is stored on a computer readable medium. Accordingly, the Examiner is kindly requested to withdraw the aforementioned rejections of claim 34.

Next, the Applicants would like to thank Examiners Tize Ma and Xiao Wu for conducting a personal interview with the Applicants' representatives on July 17, 2008. During the interview, the Applicants' representatives presented a proposed amendment for independent Claim 25 and arguments distinguishing such claim over the prior art. Also presented during the interview were proposed new Claims 37 and 38. However, Applicants have decided to not add such new claims at this time. The remarks provided next include the substance of the interview.

Independent Claims 25 and 35 have been rejected under 35 U.S.C. §102(a) as being anticipated by ETSI EN 300 743 V1.2.1 (hereinafter "ETSI") and independent Claims 17, 33-34 and 36 have been rejected under 35 U.S.C. §103(a) as being unpatentable over ETSI in view of *Jung et al.* (US Pub. 2004/0081434).

By this Amendment, independent Claim 25 has been amended in the manner proposed during the personal interview for more clearly distinguishing the claimed embodiment over the prior art of record.

Particularly, as shown in the example of Figure 9, newly amended Claim 25 recites that a leading Display Set (DS1) among the one or more Display Sets is of an Epoch Start type which includes first graphics data and window information (WDS) indicating a size and position of a window, the window being a bounded area for display on a plane memory, and Claim 25 further recites that, when rendering a part of the second graphics data which is stored in the object buffer, the graphics controller is operable to use the window information in order to render the part of the second graphics data in the object buffer within the window on the plane memory while refraining from rendering the other part of the second graphics data in the object buffer outside of the window on the plane memory (see Figures 9, 26 and 28 and Paragraphs [0008], [0085], [0091], [0249] and [0273]).

It is submitted that aforementioned features recited in amended independent Claim 25 are similarly recited in amended independent Claims 17 and 33-36 of the present application. Furthermore, it is submitted that the aforementioned features, as well as the advantages resultant therefrom, are not disclosed or suggested by the ETSI reference.

It is noted that the "BACKGROUND ART" section of the present application specifically distinguishes the aforementioned claimed features from the ETSI reference (see Paragraphs [0002]-[0008]). Paragraph [0008] succinctly describes the advantages of the aforementioned claimed features and is reproduced below for the Examiner's convenience:

[0008] By specifying a part of the Plane corresponding to each picture as the window for rendering the graphics, it is not necessary that the reproduction apparatus renders the graphics for an entire plane, and it is sufficient that the reproduction apparatus renders the graphics only in a limited size of window. Because it is not necessary to render the graphics outside the window in the plane, the load of software in the reproduction apparatus may be reduced.

The ETSI reference clearly discloses that all regions used during an epoch are stored in the pixel buffer and that graphical objects shall be rendered into the pixel buffer as they are decoded (see 5.2.1. on page 16 and 5.4.5 on page 17 of ETSI reference). Moreover, the ETSI reference, referring to Figures A.1 to A.5, clearly states that "Data is always rendered into regions that are not in the display list of the currently active PCS" (see A.6.1.1 on Page 41 of ETSI reference). Thus, unlike the aforementioned claimed embodiment of the present application which uses the window information in order to render the part of the second graphics data in the object buffer within the window on the plane memory while refraining from rendering the other part of the second graphics data in the object buffer outside of the window on the plane memory, the ETSI reference clearly discloses the rendering of all the graphics data.

Accordingly, it is submitted that the ETSI reference fails to disclose or suggest the features as now recited in newly amended independent Claims 17, 25 and 33-36 of the present application. It is further submitted that the remaining prior art references of record fail to disclose or suggest the aforementioned shortcomings of the ETSI reference.

In view of the foregoing, it is submitted that each of independent Claims 17, 25 and 33-36, as well as Claims 18-24 and 26-32 dependent thereon, is clearly allowable and the Examiner is kindly requested to promptly pass this case to issuance.

In the event, however, that the Examiner has any comments or suggestion of a nature necessary to place this case in condition for allowance, then the Examiner is kindly requested to contact the Applicant's representatives to expedite allowance of this application.

Very truly yours,

**SNELL & WILMER L.L.P.**

A handwritten signature in black ink, appearing to read 'J. Price', is written over a horizontal line.

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